INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1498 — Washington, D. C. — July 31, 1954

N. H. Sanborn Honored for Work on Industrial Wastes

Norris H. Sanborn of the National Canners Association, Washington Research Laboratory, will be recipient of the 1954 Industrial Wastes Medal, upon recommendation of the Committee of Awards of the Federation of Sewage and Industrial Wastes Associations. The honor was earned by Mr. Sanborn's contribution "Disposal of Food Processing Wastes by Spray Irrigation," as published in the 1953 volume of the journal of the federation.

The federation states that the "Medal means more than personal recognition to the recipient. It also brings commendation to the organization by which the recipient is employed. The 1954 award, therefore, reflects credit to the National Canners Association for a demonstrated interest in solving the problems of waste control that are important to the canning industry." The award will be made during the annual meeting of the federation in Cincinnati on October 13.

Mr. Sanborn has been a leader in

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Farm Bill Action Delayed

Delays occasioned by the Atomic Energy Bill filibuster and Senate consideration of foreign relief legislation further postponed action on the administration's farm bill in the Senate this week. As the INFORMATION LETTER went to press, there were indications that the farm bill would be considered early next week.

Anti-trust Law Study

The Senate Rules Committee on July 28 adopted a resolution (SRes 14) to provide $37,500 for financing a Senate Judiciary Committee investigation of the anti-trust laws and their administration, interpretation, operation and enforcement.

The resolution first proposed by Sen. McCarran of Nevada, in January 1953, had rested in the rules committee since that time. The original resolution asked for $75,000. With Senate approval, the committee could get this study underway this summer or fall.

Procedures for Establishing Food Standards Interpreted

The Secretary of Health, Education and Welfare has issued a statement of interpretation of the procedures prescribed by the Federal Food, Drug and Cosmetic Act for establishing food standards. Last April the act was amended by the so-called Hale Bill to simplify these procedures. (*See* INFORMATION LETTER of April 10, 1954, page 157).

The revised procedure provides that action to issue, amend or repeal a food standard may be initiated by the secretary or be requested by petition of any interested person showing reasonable grounds. The law further provides for publication of proposals in the *Federal Register* to afford all interested persons an opportunity to present their views to the secretary either orally or in writing. The secretary is required to issue an order

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Earl L. Butz Sworn in as Assistant Secretary, USDA

Earl L. Butz, head of the Department of Agricultural Economics, Purdue University, was sworn in July 29 as Assistant Secretary of Agriculture, succeeding John H. Davis. Mr. Butz will take office August 2.

Mr. Butz, who has had much experience in agricultural leadership and farm economics, was born and reared on a 250 acre general livestock farm near Albion, Ind. He took a B.S. degree in agriculture at Purdue in 1932, and a doctor's degree in agricultural economics at the same university in 1937.

Following completion of part of his advanced educational work, Mr. Butz was research economist on the staff of the Federal Land Bank, Louisville, Ky., in 1935-36. He joined the staff of Purdue University in 1937 as instructor in agricultural economics and advanced progressively until ten years later when he became head of the University's Department of Agricultural Economics.

During his long association with

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Civilian Consumption of Commercially Produced Vegetables in the United States Since 1937

Per capita consumption of commercially produced vegetables by civilians in the United States has been on the uptrend for almost two decades as shown in *The Vegetable Situation*, released on July 28 by the Agricultural Marketing Service of the U. S. Department of Agriculture. It was prepared by Harry Sherr and Charlotte B. Jonneson of the Historical and Statistical Research Branch of the AMS. By 1953 the consumption rate was about one-fourth higher than the prewar (1937-39) annual average. Most of the expansion occurred for the processed vegetables, reflecting in part the effects of the shift in the population from farms to urban areas plus the accompanying decline in production of food at home, the general availability of processed vegetables throughout the year, more stability in prices and more uniformity of quality of the processed products, and convenience in use.

Civilian consumption of fresh vegetables (excluding melons) per person reached a peak of 138.5 pounds per person in 1945, almost a fourth above the prewar (1937-39) annual average, and then trended downward until 1951. In the two years that followed, the consumption rate increased slightly. In 1953 the rate was 7 percent above the prewar (1937-39) average. Among the fresh vegetables, sweet corn, cucumbers, lettuce and green peppers were the only major items for which an upward trend in consumption over the period was fairly evident.

Consumption of processed vegetables per person has increased sharply since 1937 when the rate totaled almost 54 pounds (fresh equivalent basis). It increased in al-

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Vegetable Consumption in U. S.

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most every subsequent year into the immediate postwar period. Disappearance during 1946 was unusually heavy partly as a result of the rebuilding of stocks in distribution channels and in households. As a result, disappearance in 1947 was sharply lower. After a more moderate decline in the following year, the rate advanced in almost every succeeding year. In 1953, civilians consumed more than 90 pounds (fresh equivalent basis) of processed vegetables, about 2 percent less than the peak quantity reached in 1946.

Civilian per capita consumption of commercially produced vegetables, United States, 1937-53

Year	Total fresh and processed	[1]Fresh	[2]Processed Total	Canned	Frozen
			(Index 1937-39 = 100)		
1937	94.4	93.8	95.8	95.9	91.0
1938	101.4	101.8	100.7	100.9	91.0
1939	104.1	104.4	103.5	103.3	117.9
1940	106.9	104.6	111.7	111.3	133.7
1941	107.6	101.8	119.3	118.7	152.3
1942	113.6	104.7	131.0	128.9	239.6
1943	109.6	103.4	122.0	121.4	154.1
1944	117.2	113.2	125.0	120.7	348.2
1945	133.2	123.4	152.7	147.9	397.4
1946	135.8	121.8	163.4	158.2	433.6
1947	123.6	112.5	145.4	137.3	563.6
1948	120.5	114.3	133.0	123.1	642.5
1949	117.3	108.6	134.6	125.0	630.5
1950	121.9	109.5	146.6	136.1	686.2
1951	122.1	106.1	153.9	140.2	860.7
1952	122.4	107.1	153.1	135.3	1,071.5
1953 prel.	124.8	107.3	159.5	139.2	1,209.8

[1] Excluding melons. [2] Calculated from data on fresh equivalent. Data includes pickles and sauerkraut in bulk and exclude canned potatoes, canned sweet potatoes and quantities consumed in commercially produced soups, baby foods, and vegetable mixtures such as peas and carrots, and succotash.

In 1937, the first year for which fairly complete annual statistics on the supply and distribution of frozen vegetables were available, civilians consumed about one pound (fresh equivalent basis) of these products per person. In the years that followed, the annual consumption rate increased fairly sharply. The only year in which consumption was substantially smaller than in the preceding year was 1943, and this resulted mainly because of the very sizeable purchases of frozen vegetables by the U. S. military agencies. In 1953 civilians consumed about 13 pounds (fresh equivalent basis) of frozen vegetables per person. Despite this increase, however, frozen vegetables still account for only a relatively small part (6 percent) of the total vegetables (fresh and processed, combined on a fresh equivalent basis) consumed by civilians in this country.

Among the individual frozen vegetables, the most popular items since 1937 have been green peas, lima beans, sweet corn, snap beans, and spinach. The consumption of broccoli advanced sharply after the end of World War II, and now ranks quite high in popularity among the frozen vegetables.

The report states that the relative increase in civilian consumption of canned vegetables per person since prewar has been substantial, but that the place of the canned products in the U. S. civilian diet was already well established by 1937. The annual consumption rate of these commodities, which averaged 55½ pounds (fresh equivalent basis) in 1937-39, increased in each year until 1943, when especially large purchases by U. S. military agencies limited supplies available to civilians. Disappearance rebounded after the war, reaching a peak of 88 pounds (fresh equivalent basis) in 1946. Thereafter, the rate fluctuated from year to year. Among the canned vegetables, snap beans, green peas, tomatoes and tomato products as a group, sweet corn, and pickles have remained the favorites among civilians in the United States since 1937.

A study of the consumption rate of several important vegetables which are marketed in more than one form—as fresh, frozen or canned—reveals interesting shifts in purchasing practices of consumers. For some of these vegetables, the shift from the fresh to the processed product or from the canned to the frozen form is quite evident. With some commodities, changes in dietary habits are important factors influencing the shifts in the consumption rate as fresh, frozen or canned forms.

Among the major individual vegetables which are purchased by consumers in the fresh, canned, and frozen forms, (asparagus, lima beans, snap beans, sweet corn, green peas, and spinach), sharp increases in the annual rate of consumption per person since 1937 occurred for each of the frozen items and more moderate increases for each of the canned products. Lima beans was the only vegetable in this group for which per capita consumption of the frozen products expanded to the point where the rate (measured on a fresh equivalent basis) in 1953 exceeded those of the fresh and the canned commodities, both individually and combined. In 1953 the spinach consumption rates of the fresh, canned, and frozen products were fairly close to one another. For sweet corn, and green peas, the canned products were the most popular form in which these vegetables were purchased by civilians in recent years, according to per capita consumption estimates. Snap beans were the only vegetable for which consumption in the fresh form predominated. For asparagus the lead in per capita consumption in recent years has fluctuated between fresh and canned.

Cabbage, cucumbers, and tomatoes are the only leading vegetables under consideration which reach the consumer principally in the fresh or canned forms. Cabbage is the only one for which per capita consumption in the fresh form still predominates.

Annual civilian consumption of commercially produced vegetables, United States, 1937-53

Year	Total fresh and processed	Fresh equivalent [1]Processed [2]Fresh	Total	Canned	Frozen	As percentage of annual total Processed: Fresh	Total	Canned	Frozen
		(pounds)				*(percent)*			
1937	164.9	111.0	53.9	52.9	1.0	67.3	32.7	32.1	.6
1938	171.5	114.3	57.2	56.3	.9	66.7	33.3	32.8	.5
1939	175.8	117.2	58.6	57.4	1.2	66.7	33.3	32.6	.7
1940	180.7	117.4	63.3	61.9	1.4	65.0	35.0	34.2	.8
1941	182.1	114.4	67.7	66.0	1.7	62.8	37.2	36.3	.9
1942	193.8	119.6	74.2	71.7	2.5	61.7	38.3	37.0	1.3
1943	185.2	116.1	69.1	67.5	1.6	62.7	37.3	36.4	.9
1944	197.9	127.1	70.8	67.0	3.8	64.2	35.8	33.9	1.9
1945	225.0	138.5	86.5	82.2	4.3	61.6	38.4	36.5	1.9
1946	229.4	136.8	92.6	88.0	4.6	59.6	40.4	38.4	2.0
1947	208.8	126.3	82.5	76.4	6.1	60.5	39.5	36.6	2.9
1948	203.7	128.3	75.4	68.4	7.0	63.0	37.0	33.6	3.4
1949	198.1	121.9	76.2	69.4	6.8	61.5	38.5	35.1	3.4
1950	206.0	122.9	83.1	75.7	7.4	59.7	40.3	36.7	3.6
1951	206.1	119.1	87.0	77.8	9.2	57.8	42.2	37.7	4.5
1952	206.9	120.2	86.7	75.2	11.5	58.1	41.9	36.3	5.6
1953 prel.	210.8	120.5	90.3	77.3	13.0	57.2	42.8	36.6	6.2

[1] Excluding melons. [2] Data includes pickles and sauerkraut in bulk and excludes canned potatoes, canned sweet potatoes and quantities consumed in commercially produced soups, baby foods, and vegetable mixtures such as peas and carrots, and succotash.

No definite trend is evident in the consumption rate of cabbage or sauerkraut for the full period under consideration, although the long-time trend for fresh cabbage has been generally downward. For cucumbers and tomatoes, consumption per person of the processed products exceeds that of the corresponding fresh products. This situation has prevailed through the period covered in this study for tomatoes. For cucumbers, the turning point occurred in 1941 and continued in almost every subsequent year through 1953.

Civilian per capita consumption of selected commercially produced fresh and processed vegetables,[1] United States, 1937-53

Commodity	Fresh equivalent basis																
	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	1952	1953 prel.
	(pounds)																
Asparagus:																	
fresh	1.2	1.1	1.3	1.5	1.5	1.3	1.2	1.2	1.1	1.1	1.1	.9	.9	.9	.8	.9	.8
canned	.69	.60	.75	.82	.81	.91	.82	.83	.48	1.28	.75	.93	.85	.86	.93	.87	1.02
frozen	.06	.10	.06	.10	.10	.08	.12	.20	.28	.24	.24	.30	.24	.24	.26	.30	.32
Beans, lima[2]:																	
fresh	.7	.8	.9	.8	.8	.7	.6	.6	.6	.7	.6	.6	.5	.5	.4	.4	.4
canned	.48	.46	.55	.72	.77	.79	.59	.32	.46	.48	.48	.51	.51	.81	.69	.65	.65
frozen	.22	.20	.24	.29	.24	.53	.31	.38	.38	.60	.82	.87	1.09	1.11	1.20	1.56	1.60
Beans, snap:																	
fresh	3.9	4.7	4.9	5.0	4.5	4.9	5.5	5.0	5.2	5.2	4.5	4.7	4.6	4.4	4.4	3.9	4.0
canned	1.27	1.47	1.53	1.68	1.66	1.90	1.91	2.10	2.41	2.36	1.98	2.06	2.13	2.46	2.33	2.48	2.84
frozen	.06	.06	.05	.05	.09	.13	.06	.19	.24	.25	.33	.38	.35	.44	.56	.66	.71
Broccoli:																	
fresh	.6	.7	.8	.6	.7	.6	.7	1.0	.9	1.0	.9	.9	.9	1.0	.7	.9	.7
frozen	.01	.03	.03	.01	.04	.04	.04	.04	.11	.17	.16	.23	.28	.28	.40	.57	.57
Cabbage:																	
fresh	17.5	19.5	16.2	18.3	16.0	18.6	16.8	19.5	20.3	17.5	16.8	16.4	15.6	14.4	13.7	13.3	13.4
canned[3]	1.81	2.39	2.59	2.64	2.90	2.74	2.30	.84	1.35	2.96	3.09	1.46	2.52	2.40	2.94	2.51	2.02
Corn[4]:																	
fresh	5.0	5.1	5.0	5.6	6.2	6.7	6.2	6.6	7.8	7.6	7.6	8.6	7.5	8.0	7.8	8.0	8.1
canned	9.71	10.09	10.70	11.15	11.89	13.91	13.40	12.54	13.93	15.60	14.59	12.42	12.19	13.02	12.19	12.09	12.92
frozen	.17	.13	.21	.25	.21	.29	.10	.48	.52	.65	1.12	1.06	1.03	.99	1.37	1.79	2.08
Cucumbers:																	
fresh	2.1	2.3	2.4	2.2	2.3	2.1	1.7	1.8	2.4	2.9	2.5	2.7	2.7	2.7	2.8	3.0	2.9
canned[5]	1.99	2.20	2.18	2.08	2.43	2.75	2.41	2.17	2.23	2.82	3.15	3.27	3.21	3.20	3.00	3.46	3.77
Peas, green[2]:																	
fresh	2.3	2.1	2.3	2.1	2.0	1.7	1.6	1.7	1.5	1.4	1.1	.9	.8	.7	.5	.5	.4
canned	7.66	8.06	8.28	9.14	10.23	10.58	9.73	8.77	11.80	12.65	9.71	9.64	8.84	9.04	8.87	8.52	8.22
frozen	.42	.42	.63	.59	.87	1.12	.73	1.57	1.74	1.66	2.28	2.67	2.08	2.39	2.81	3.20	3.43
Spinach:																	
fresh	2.6	2.4	2.9	2.7	2.6	2.5	2.3	2.3	2.3	2.1	1.9	1.7	1.6	1.5	1.3	1.0	1.0
canned	.87	.81	.80	.97	.80	1.12	.75	1.23	.97	1.44	.99	.90	.99	.82	1.06	.92	.90
frozen	.04	.04	.02	.07	.02	.24	.20	.31	.47	.36	.40	.56	.51	.67	.89	.89	.91
Tomatoes:																	
fresh	12.6	13.7	13.9	13.1	12.9	14.1	14.4	14.8	17.0	16.4	14.7	14.9	14.0	13.4	13.8	13.7	13.3
canned[6]	24.91	25.79	25.99	28.31	30.02	32.76	31.48	34.01	43.39	42.82	36.60	32.10	33.04	37.09	40.42	38.17	39.74

[1] Data for processed vegetables include pickles and sauerkraut in bulk, and exclude quantities consumed in commercially produced soups, baby foods, and vegetable mixtures such as peas and carrots, and succotash. [2] "In-pod" basis. [3] Sauerkraut, canned and bulk. [4] "On-cob" basis. [5] Pickles, canned and bulk. [6] Including canned whole tomatoes and tomato products other than soup.

The Vegetable Situation

Demand by processors apparently is not as strong as in 1953 and total quantity of vegetables commercially processed is expected to be smaller this year than last, according to *The Vegetable Situation* report issued by the Outlook and Situation Board, U. S. Department of Agriculture, July 28. This indicates that prices to farmers for truck crops for processing may average slightly lower this year than last.

Among the vegetables produced for commercial processing, increased planted acreage was indicated at mid-year only for green lima beans, snap beans, and pimientos. Total stocks of canned vegetables as of recent dates were somewhat heavier this year than last. All of the increase for most items was in the holdings of packers. The tonnage of frozen vegetables in cold storage on July 1 was up 15 percent from a year earlier, but this is not considered burdensome in view of the continued increase in consumption.

Demand for fresh vegetables is continuing strong and price prospects for the next few months depend mainly on the production outlook. Total commercial production of vegetables for fresh market sale is expected to be about 5 percent larger than last summer, barring extensive damage by dry weather in some areas. Among major items, production prospects indicate the continuation of lower prices than a year ago for watermelons, and of higher prices for onions. Through mid-year, the index of prices received by farmers for commercial fresh vegetables averaged about 9 percent less than a year earlier, reflecting larger supplies.

1954 Total Output to be Less

The acreage planted to the major truck crops for commercial processing is about 5 percent smaller this year than last and 8 percent below the 1943-52 average, according to indications as of July 1. Lima beans, snap beans, and pimientos are the only vegetables in the group for which planted acreage is larger than in 1953.

This year's output of snap beans for canning and freezing is expected to be the largest of record—14 per cent above last year's output and half again as large as the 1943-52 average—according to July 1 indications.

Both acreage and yield are higher. Among the major producing states a sharp increase in output over last year is expected in Oregon (almost 41 percent) and a much more moderate one (over 13 percent) in New York.

Prospects for the processing crop of green peas, as of July 15 point to an output of 443,450 tons, about 4 percent smaller than that of last year though 2 percent above the 10-year average. The acreage indicated for harvest this year is about as large as last year, but yield prospects are not as favorable. Production declines are indicated for most of the states producing green peas for commercial processing. Minnesota was the only important producing state for which an increase over last year is expected.

Spinach for processing in the winter and spring harvest areas is indicated to be almost 15 percent smaller this year than in 1953. This results from a decrease both in acreage and yield. Acreage and production in the fall harvest areas, which account for one-fourth to one-fifth of the annual crop, will be estimated in early November.

The acreage planted this year to tomatoes for processing is 12 percent less than in 1953 and the smallest since 1920. Arkansas, Missouri, and Texas were the only states for which an increase in acreage was reported.

For sweet corn the acreage planted for processing this year is down more than 7 percent from a year earlier, and 3 percent below the 1943-52 average. Planted acreage of green lima beans for canning and freezing is the second largest of record, slightly above that in 1953 but more than a fourth above average. The acreage planted is also up from last year for pimientos, but declines are indicated for beets, cabbage for kraut and cucumbers for pickles.

Meat Canned in Fiscal 1954

The quantity of meat canned and meat products processed under federal inspection during the fiscal year for 1954 has been reported by the Bureau of Animal Industry, USDA. The total for the fiscal year 1954 is 1,924,394 thousand pounds, a little less than the 1,948,960 thousand pounds canned in the 1953 fiscal year. This report represents only the supply of meat products canned during the 12-month period and remaining for civilian consumption. Total production, including quantities for defense agencies, was 1,988,303 thousand pounds.

Stocks of Canned Foods on July 1 and Season Shipments

Reports on canners' stocks and shipments of canned tomatoes, tomato juice, catsup and chili sauce have been issued by the N.C.A. Division of Statistics, and detailed reports covering July 1 stocks have been mailed to all canners packing these items.

	Carry-over month	Case basis	Total Supply 1952	Total Supply 1953	Stocks, July 1 1953	Stocks, July 1 1954	Season Shipments to July 1 1953	Season Shipments to July 1 1954
			(thousands of cases)					
Tomatoes	July	actual	26,903	25,800	4,959	*4,214	21,944	21,586
Tomato juice	July	actual	36,722	38,967	6,233	*10,113	30,488	28,854
Catsup	July	actual	25,413	25,577	6,462	*5,691	18,951	19,886
Chili sauce	July	actual	3,605	3,425	861	*884	2,744	2,541

* Carryover from 1953 pack into 1954-55 season.

Canned Meat and Meat Products Processed under Federal Inspection for Fiscal Year 1954

	3 Lbs. & over	Under 3 Lbs.	Total
	(in thousands of pounds)		
Luncheon meat	165,979	138,842	304,822
Canned hams	180,256	6,351	186,607
Corned beef hash	2,514	65,054	67,567
Chili con carne	8,089	103,294	111,383
Vienna sausage	1,641	52,219	53,860
Frankfurters and weiners in brine	63	6,927	6,990
Deviled ham	.....	7,729	7,729
Other potted and deviled meat products	276	43,576	43,852
Tamales	2,241	30,752	32,994
Sliced, dried beef	324	4,852	5,176
Liver products	.....	1,844	1,844
Meat stew	1,366	75,363	76,729
Spaghetti meat products	2,065	65,864	67,930
Tongue (not pickled)	886	2,760	3,645
Vinegar pickled products	10,358	17,561	27,919
Bulk sausage	35	9,198	9,233
Hamburger	1,661	149,947	151,608
Soups	14,888	483,982	498,870
Sausage in oil	4,594	3,204	7,799
Tripe	20	5,676	5,696
Brains	5	3,973	3,978
Bacon	386	1,388	1,774
All other meat products 20% or more meat	3,493	87,230	90,724
All other products less than 20% meat (except soup)	4,471	151,195	155,666
Total all products	405,612	1,518,781	1,924,394

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 1,988,303 thousands pounds.

New Association Members

The following firms have been admitted into membership in the N.C.A. since July 3, 1954:

ASHTON CANNING CO., P. O. Box 201, Ashton, Ill. *Product*—Green asparagus.

ALASKA-FRESH CO., 711 Second Ave., Rm. 202, Seattle, Wash. *Product*—King crab.

PETERSBURG PROCESSORS, INC., c/o G. P. Halferty & Co., 508 Colman Bldg., Seattle 4, Wash. *Product*—Salmon.

WARNER PACKING CO., Naknek, Alaska. *Product*—Salmon.

Wholesale Distributor Stocks of Certain Canned Foods

A summary showing wholesale distributor stocks of specified canned foods as of July 1, compiled by the Bureau of Census, is shown below:

	July 1, 1954	July 1, 1953	Percent change
	(thousands of actual cases)		
Total-Fruits, Vegs. and Juices	*34,533	33,057	+4
Vegetables	*17,328	17,221	+1
Beans, green & wax	2,553	1,663	+54
Corn	4,082	4,293	−5
Peas	3,313	3,366	−2
Tomatoes	2,810	3,238	−13
Tomato catsup & chili sauce	1,541	1,705	−10
Asparagus	907	756	+20
Beans, lima	583	622	−6
Beets	1,128	1,128	.....
Carrots	411	450	−9
Pumpkin and squash	461	n.a.	.....
Sauerkraut	642	n.a.	.....
Spinach	744	n.a.	.....
Tomato pulp and puree	572	n.a.	.....
Tomato sauce	477	n.a.	.....
Fruits	*10,096	9,507	+6
Apple sauce	1,128	874	+29
Apricots	611	569	+7
Cherries, R&P	390	332	+17
Fruit cocktail[b]	1,330	1,171	+14
Peaches	2,600	2,620	−1
Pears	976	964	+1
Pineapple	1,868	1,874	−0.3
Apples	383	n.a.	.....
Cherries, sweet	285	240	+19
Grapefruit segments	495	427	+16
Plums and prunes	413	436	−5
Juices	7,109	6,329	+12
Citrus blend	605	518	+17
Grapefruit	1,349	902	+38
Orange	1,709	1,293	+32
Pineapple	1,007	1,148	−4
Tomato & comb.	2,449	2,468	−1

*Total for items included in 1953 total. [b]Includes fruits for salads and mixed fruits. n.a. Not available.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1953	1954
	(thousands of dozens)	
Canner stocks, Jan. 1	55,300	65,905
Pack, Jan. through June	63,952	66,445
Supply	119,252	131,750
Canner stocks, July 1	44,447	54,879
Canner shipments during June	12,104	12,843
Canner shipments, Jan.-June	74,805	76,871

Canned Foods for VA

The Veterans Administration has invited sealed bids to furnish the following:

TOMATOES—23,500 dozen No. 10 cans. Extra standard (Grade B), complying with Federal Specification JJJ-T-371a and Amendment 1, Type I, or equivalent in No. 2 or No. 2½ cans. Bids due under S-50 by August 17.

PEARS, DIETETIC—11,500 dozen No. 303 cans, bartlett, halved, choice (Grade B), packed in water, complying with Federal Specification Z-P-201c, Type I, Style I. Bids due under S-34 by August 17.

PEARS, BARTLETT—11,000 dozen No. 10 cans, choice (Grade B), packed in heavy syrup, complying with Federal Specification Z-P-201c, Type I, Style I, or equivalent in No. 2 or No. 2½ cans. Bids due under S-34 by August 17.

PICKLES, CHOW-CHOW—4,200 dozen gallon cans, or 5,310 dozen No. 10 cans, sweet chow-chow, complying with Federal Specification JJJ-P-391a and Amendment 2, Type IV. Bids due under S-52 by August 16.

PICKLES, DILL—18,900 dozen gallon cans, or 23,886 dozen No. 10 cans, whole dill, imitation or genuine, complying with Federal Specification JJJ-P-391a and Amendment 2, Type II. Bids due under S-52 by August 16.

PICKLES, SWEET—9,900 dozen gallon cans, or 12,516 dozen No. 10 cans, whole, sweet gherkins, complying with Federal Specification JJJ-P-391a and Amendment 2, Type I. Bids due under S-52 by August 16.

PICKLES, MIXED—13,200 dozen gallon cans, or 16,686 dozen No. 10 cans, mixed, cut and sweet, complying with Federal Specification JJJ-P-391a and Amendment 2, Type III. Bids due under S-52 by August 16.

PICKLES, RELISH—9,900 dozen gallon cans, or 12,516 dozen No. 10 cans, sweet, relish, complying with Federal Specifiestion JJJ-P-391a and Amendment 2, Type V. Bids due under S-52 by August 16.

N.C.A. Promotion Activity Cited in French Bulletin

Activities in the United States intended to increase canned foods consumption are the subject of a special report recently issued by the Comite International Permanent de la Conserve, Paris. In the report, prepared by P. Peissi, Secretary General, mention is made of the efforts in this direction by the National Canners Association, the Can Manufacturers Institute, the individual container firms, several of the commodity associations, and individual canning firms.

Among N.C.A. publications cited are *The Canning Industry*, the several press releases dealing with canned food prices, and the regular newspaper and radio releases to food editors.

Referring to N.C.A. activities in the direction of canned foods promotion, the report states:

"Every wheel in the machinery of this organization participates in the propaganda for promoting the use of canned foods—its General Secretariat, its Information and Domestic Science Divisions, its laboratories, can furnish many instances of it. We have given many examples already which show that the National Canners Association neglects no sphere in which a useful action can be exercised."

N.C.A. Publication Is Basis for Radio Broadcast Script

The Canning Industry, a publication issued in 1952 by the Information Division of N.C.A., was the basis for a four-page radio script broadcast on June 30 by Paul Gibson over Chicago station WBBM, CBS outlet. The title of the broadcast was "Canning Industry Alters Civilization."

Basing his comments on points made in the various chapters of *The Canning Industry*, the commentator brought out the historical origins of canning and described its evolution from crude beginnings to its modern size and importance. The contributions to public welfare were stressed through comments on the health-giving and nutrition retention factors of the products, and in other ways.

Comments also were made dealing with the safety, health, convenience and variety of canned foods. The commentator concluded with, "canning has had an immeasurable effect on our society."

American Weekly Magazine

"Summer salads—six hot weather ideas—to save the cook and delight the family" was the July 18 food feature by Amy Alden, food editor, in the *American Weekly* magazine.

Canned foods were used in each of the six salad recipes in the story, including chicken a la king, boned chicken, peas, lemon juice, tomato sauce, shrimp, pear halves, tomato aspic, and salmon. A double-page color photograph shows the food attractively served.

The *American Weekly* is a popular Sunday newspaper magazine supplement, distributed with many leading newspapers.

Country Gentleman

A two-page color photograph and recipes for six canned cherry desserts make up the food feature "Cherry Festival," in the July issue of *Country Gentleman* magazine. The article is written by Sara Hervey Watts, food editor.

The caption for the tempting array of desserts reads, "As good as they look are these cherry desserts from the heart of Michigan's cherryland. Make them from fresh tart cherries now, and from canned cherries any month of the year."

Woman's Day Magazine

Announced on the cover of the July issue of *Woman's Day* magazine is the "Summer Cookbook" of 188 recipes and 62 menus by Glenna McGinnis, food editor.

The collection of menus and recipes for easy summertime cooking includes 147 canned foods. Recipes are given for appetizers, beverages, breads, desserts, main dishes, salads, sandwiches, sauces, soups, and vegetables. In addition ideas on how to plan three days of eating from one day's cooking were presented.

Woman's Day is the magazine distributed by the A & P Food Stores with about 4 million circulation.

C & T Program at Northwest

The N.C.A. Consumer and Trade Relations program was described at the annual summer meeting of the Northwest Canners Association, July 23, at Oswego, Ore., by Herbert O. Nelson, manager of the West Coast office of Dudley, Anderson & Yutzy, the agency assisting the Association in this activity. Mr. Nelson utilized some of the material shown on easels when a similar progress report of the program was made at the May meeting of the N.C.A. Board of Directors, adding features and new projects that have occurred since that time.

Butz, Assistant Secretary

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Purdue University, Mr. Butz became closely associated with the canning industry of that state and the neighboring states of Illinois and Ohio. Through his university position he was involved in many of the state canning industry projects and was a frequent speaker on the annual convention programs of both the Indiana Canners Association and the Illinois Canners Association.

In 1944, Mr. Butz was research economist for the Brookings Institution, Washington, D. C., carrying out farm credit studies. He served, in 1944-45, on the research staff of the National Bureau of Economic Research, and from 1946 to 1949 was a lecturer for the Central States School of Banking, University of Wisconsin. In 1947 he was a delegate to the International Conference of Agricultural Economists, held in Great Britain, and at that time traveled extensively on the continent.

Recent C & TR Releases

A number of consumer and trade press releases pointing up the values and advantages of canned foods have been issued in the past two weeks as part of the current N.C.A. Consumer and Trade Relations program. The releases are as follows:

Timely Talks, radio release to 179 broadcasters of women's programs in 47 states with an estimated listening audience of 11 million, included a paragraph on the size and importance of the canning industry.

The Newspaper Enterprise Association, a syndicate covering 900 papers with a circulation of 7 million, received two press releases each containing an exclusive photo. Subjects were the novelty added to community picnics by canned foods, and contribution of canned foods to church suppers.

Scriptease, radio release to 65 broadcasters on women's programs with an estimated listening audience of 4 million, included a paragraph stating that canned food quality has risen while prices have remained stable. The favorable cost aspects of canned foods to the consumer also was stressed in a column of shorts and fillers distributed to 297 newspapers with an estimated combined circulation of 22 million readers.

Grocery and canning industry trade journals also were covered in two releases. One stressed the value of the N.C.A. program as expressed by Guy E. Pollock, secretary of the Iowa-Nebraska Canners Association, in a speech last month to Iowa food distributors. The other press release reported the news that an entire week (July 12-19) of Ida Bailey Allen's syndicated column was devoted to advantages and benefits of canned foods.

Industrial Wastes Award

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the development and application of methods of disposal of cannery waste for many years, the importance of which to the canning industry has increased steadily, both due to increased production volume and stringency of regulatory requirements.

The objective has been to avoid the pollution of public waters and the creation of odor nuisances or other objectionable conditions. Due to the diversity of situations, operating methods, and availability of public disposal facilities, this has called for exercise of ingenuity and judgment in selection and application of disposal methods suitable for canners' use. It is for achievement in this direction that the award is being granted to Mr. Sanborn.

His practical studies have done much to show the extent and limits of usefulness of such methods as screening, chemical precipitation, biological filtration, land absorption, lagooning with or without chemicals, anaerobic digestion, high-rate aeration, and most recently, spray irrigation. While continuing these studies, he has given many canners practical aid in selecting, designing, and operating disposal systems suitable to their needs.

FDA Standards Statement

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acting upon any previously published proposal. Such an order may not be effective until after a period of 30 days has elapsed to permit the filing of objections. Any parts of a proposed regulation to which such objection is made would then be the subject of a public hearing.

This recent statement of interpretation relates to the first step, or filing of a petition embodying a proposal, rather than the subsequent issuance of an order acting on the proposal. It makes clear that practical administration of the act requires that there be a substantial showing of merit before any proposal will be published; that proposals will be considered to be based on reasonable grounds and thus entitled to publication in the *Federal Register* when the following conditions are met:

(1) The proposal includes or is accompanied by a statement of the facts that the petitioner asserts he is in a position to substantiate by evidence in the event the proceedings lead to a public hearing.

(2) The facts declared furnish substantial support of the proposal and warrant a conclusion that the proposal is reasonable.

(3) The proposal, if adopted, would promote honesty and fair dealing in the interest of consumers.

This interpretation indicates clearly that any frivolous petition to initiate, amend or repeal a food standard will not be published.

The canning industry may thus be spared the obligation of making comments to the Food and Drug Administration on many proposals lacking merit and without any reasonable foundation. There is a specific statement, however, to the effect that opportunity will be afforded to amend petitions regarded by the administration as inadequate in meeting the standards established for a showing of reasonable grounds.

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